**Notification of Transactions of Directors/Persons Discharging**

**Managerial Responsibility and Connected Persons**

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| 1. | Name of the *issuer*COCA-COLA HBC AG | 2. | State whether the notification relates to (i) a transaction notified in accordance with *DTR*3.1.2 R, (ii) a disclosure made in accordance with section 793 of the Companies Act 2006, or (iii) in accordance with paragraph 26 of the Model CodeTHIS NOTIFICATION RELATES TO A TRANSACTION NOTIFIED IN ACCORDANCE WITH DTR 3.1.2 R  |
| 3. | Name of person discharging managerial responsibilities/directorEMMANOUIL FAFALIOS | 4. | State whether notification relates to aperson connected with a person discharging managerial responsibilities/director namedin 3 and identify the connected personN/A |
| 5. | Indicate whether the notification is in respect of a holding of the person referred to in 3 or 4 above or in respect of a non-beneficial interest1THE NOTIFICATION IS IN RESPECT OF THE PERSON NAMED IN (3) ABOVE | 6. | Description of shares (including class), debentures or derivatives or financial instruments relating to sharesORDINARY SHARES OF CHF 6.70 EACH |
| 7. | Name of registered shareholders(s) and, if more than one, the number of shares held by each of themEMMANOUIL FAFALIOS | 8 | State the nature of the transactionEXERCISE OF EXECUTIVE SHARE OPTION AND SALE OF SHARES |
| 9. | Number of shares, debentures or financial instruments relating to shares acquiredEXERCISE OF 2,666 OPTIONS | 10. | Percentage of issued class acquired (treasury shares of that class should not be taken into account when calculating percentage)APPROX 0.0007% |
| 11. | Number of shares, debentures or financial instruments relating to shares disposedSALE OF 4,441 SHARES | 12. | Percentage of issued class disposed (treasury shares of that class should not be taken into account when calculating percentage)APPROX 0.001% |
| 13. | Price per share or value of transaction1. 2,666 OPTIONS EXERCISED AT £10.21
2. 2,666 SHARES SOLD AT £18.56
3. 1,775 SHARES SOLD AT £18.49
 | 14. | Date and place of transaction5 SEPTEMBER 2013 –LONDON STOCK EXCHANGE |

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| 15. | Total holding following notification and total percentage holding following notification (any treasury shares should not be taken into account when calculating percentage)NO OF SHARES - HELD UNDER EMPLOYEE STOCK PURCHASE PLAN: 4,411 APPROX PERCENTAGE: 0.001% | 16. | Date issuer informed of transaction6 SEPTEMBER 2013 |

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| 23. | Any additional informationN/A | 24. | Name of contact and telephone number for queriesJAN GUSTAVSSONGENERAL COUNSEL & COMPANY SECRETARYTEL: +41 41 726 01 37 |

**Name of authorised officer of issuer responsible for making notification**

JAN GUSTAVSSON GENERAL COUNSEL & COMPANY SECRETARY

**Date of notification 9 SEPTEMBER 2013**